



# The Power of Social Media

How to Use Social Media to Sell Products, Services and Perspectives?

Strategic Partner



Facilitated by Ashraf Chaudhry

Thursday 13th June, 2013 | Carlton Hotel, Karachi

2:30 PM to 5:00 PM

## What You Will Learn

- How Social Media is changing marketing practices?
- How world's top brands like Coca Cola, Starbucks, Super Bowl and Barack Obama are using Social Media?
- Social Media Tools & Applications
- How to engage potential and existing customers and stake holders?
- How to set Twitter trends to promote your brands and ideas?
- How to measure Social Media effectiveness?
- Best practices of Social Media



## Who Should Attend?

- CEOs/Directors of Small & Medium Enterprises
- Brand/Marketing/Advertising Professionals
- Corporate Communication Managers
- Policy Advocacy Managers in NGOs
- Media Divisions of Public & Private Organizations

## Speaker's Profile

**Ashraf Chaudhry**, an MBA from IBA Karachi, is among



Pakistan's top Sales Trainers and leading Social Media Strategist. He is the author of *The Craft of Selling "YOURSELF"*, the book was published in USA in 2009. He is the CEO of Redback Spiders, and an expert in making things go viral on social media. He is a renowned trend-setter on

Twitter with more than 28,000 followers.

He has worked for bluechip companies like Chevron, Tapal Tea, Pearl Continental/Marriott Hotels and Worldcall Group in Sales and Marketing departments. He left Worldcall Telecom Ltd as General Manager Sales & Distribution to pursue his passion for corporate trainings, public speaking and writing.

Ashraf is also co-author with world's top most sales trainer and best-selling author Bob Urichuck for up-coming sales novel "The 10 Commandments of Selling: Story of Danial", to be launched world-wide by December 2013.

## ADMINISTRATIVE INFORMATION

Registration Fees	Early Bird Fees (register by) 30-May-2013	Regular Fees (register after) 30-May-2013
MAP Institutional Member*	Rs. 5,500/-	Rs. 6,500/-
*For two or more nominations from same organization	Rs. 5,000/-	Rs. 6,000/-
MAP Individual Member	Rs. 4,500/-	Rs. 5,500/-
Non-Members**	Rs. 6,000/-	Rs. 7,000/-

**\*\* 15% Discount available for ICC Members**

## Registration:

- Registration to be confirmed only on receipt of cheque in advance
- Cancellations or substitute nominees acceptable up to 48 hours prior to the workshop

Please complete the Registration Form attached hereto along with a crossed cheque for the applicable fee, in favor of Management Association of Pakistan, to be sent to MAP's address given below:

Management Association of Pakistan





Management Association of Pakistan

Half Day Seminar

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## REGISTRATION FORM

Nominee of Institutional member

ICC Member

Individual Member

Non-Member

Name \_\_\_\_\_

Designation \_\_\_\_\_ Membership No. \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_ City \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Mobile \_\_\_\_\_ E-mail \_\_\_\_\_

Note: You can fax this registration form on Fax Nos. 021-35611980 / 35611683

OR E-mail to: [programs@mappk.org](mailto:programs@mappk.org)  
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### MODE OF PAYMENT

Cash/Cheque No. \_\_\_\_\_

Dated \_\_\_\_\_

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